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 PATENT & TRADEMARK OFFICE

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Mike V. NAPLES et al.

Group Art Unit: 3623

Examiner: Unknown

For: METHODS, SYSTEMS, AND  
COMPUTER READABLE MEDIA  
CONTAINING INSTRUCTIONS  
FOR EVALUATING THE RETURN  
ON DIRECT MAIL MARKETING  
AND FOR EVALUATING  
SHIPPING SERVICES

**Commissioner for Patents**  
**P.O. Box 1450**  
**Alexandria, VA 22313-1450**

**Sir:**

### INFORMATION DISCLOSURE STATEMENT UNDER 37 C.F.R. § 1.97(b)

Pursuant to 37 C.F.R. §§ 1.56 and 1.97(b), Applicants bring to the attention of the Examiner the documents listed on the attached PTO 1449. This Information Disclosure Statement is being filed before the mailing date of a first Office Action on the merits for the above-referenced application.

Copies of the listed documents are attached.

Applicants respectfully request that the Examiner consider the listed documents and indicate that they were considered by making appropriate notations on the attached form.

In lieu of a statement of relevance of the documents, an International Search Report issued by the International Searching Authority in a corresponding PCT application citing these documents and setting forth the relevance thereof is enclosed.

This submission does not represent that a search has been made or that no better art exists and does not constitute an admission that each or all of the listed documents are material or constitute "prior art." If the Examiner applies any of the documents as prior art against any claim in the application and Applicants determine that the cited documents do not constitute "prior art" under United States law, Applicants reserve the right to present to the office the relevant facts and law regarding the appropriate status of such documents.


Applicants further reserve the right to take appropriate action to establish the patentability of the disclosed invention over the listed documents, should one or more of the documents be applied against the claims of the present application.

If there is any fee due in connection with the filing of this Statement, please charge the fee to our Deposit Account No. 06-0916.

Respectfully submitted,

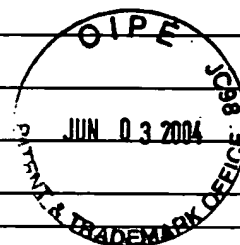
FINNEGAN, HENDERSON, FARABOW,  
GARRETT & DUNNER, L.L.P.

Dated: June 3, 2004

By:   
Robert E. Converse, Jr.  
Reg. No. 27,432

## INFORMATION DISCLOSURE CITATION

Atty. Docket No.	08049.0921-00000	Appln. No.	10/631,837
Applicant	Mike V. NAPLES et al.		
Filing Date	August 1, 2003	Group:	3623



## U.S. PATENT DOCUMENTS

Examiner Initial*	Document Number	Issue Date	Name	Class	Sub Class	Filing Date If Appropriate
	5,793,972	Aug. 11, 1998	Shane			
	6,272,478	Aug. 7, 2001	Obata et al.			
	5,910,896	June 8, 1999	Hahn-Carlson			

## FOREIGN PATENT DOCUMENTS

Document Number	Publication Date	Country	Class	Sub Class	Translation Yes or No

## OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)

	Patent Cooperation Treaty International Search Report, 5 pages.

Examiner	Date Considered
*Examiner: Initial if reference considered, whether or not citation is in conformance with MPEP 609; draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.	
Form PTO 1449	Patent and Trademark Office - U.S. Department of Commerce